

Standard Albanian opposite dialectic features in audiovisual media in Kosovo

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The media, means as modern of expression and cultural lingual communication, encompass one of the essential spaces where the standard Albanian must be mastered and promoted. With unification of Albanian language in the Albanian Orthographic Congress in 1972, and preliminarily with the Council of Prishtina in 1968, the Albanian standard was embraced and supported as the official version, practical in all public, institutional and educational spheres also in Kosovo. The reality today proves there is an unsatisfactory level of grasping and use of the standard as opposed to dialectical forms or provincial speeches, which features are heavily encountered in the media domain.

This paper aims to reflect the real situation of the use of standard Albanian by its speakers and media newscasters in some electronic broadcasters, such as: RTK, Klan Kosova, RTV 21 and RrokumTV (the latter as a broadcaster promoting Gheg speech, as a language version opposed to eth standard).

We have made efforts to answer some questions in regard to the scale of the use of standard, the influence of lingual formation of guests towards the presenters, the level of standard mastered by speakers and presenters, their commitment to correctly use the norm of standard Albanian and the typology of TV shows, as dictators of the use of standard and dialectic forms.

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